



BRITISH COLUMBIA
Council of Resource Communities

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March 13, 2003

Ms. Christine Kennedy,
Forestry Innovation Investment,
Forintek Canada Corporation,
2665 East Mall,
Vancouver, B.C. V6T 1W5

Dear Ms. Kennedy,

On behalf of the Council of Resource Communities of B.C., I am once again pleased to support the Western Red Cedar Lumber Association for their marketing campaign proposal.

As we noted in our August 9, 2002, letter to you in support of the WRCLA's first program request, Western Red Cedar fills a critical role in our cultural and economic fabric in B.C. It's one of our wood product species that that makes B.C. special.

We have seen the kind of marketing initiative the WRCLA started as a result of the FII's initial assistance and feel it was money well-spent. This is exactly the kind of marketing the product needs to protect – and hopefully enhance – B.C.'s market share for the Western Red Cedar product. The "Real Cedar" promotional program shows the kind of creativity we had hoped for when we first lobbied government to undertake an international market outreach campaign.

Based on what we've seen so far from the WRCLA with their "Real Cedar" promotional program, we feel that they are on the right track to take on the "cedar substitute" competitors.

We are encouraged that the WRCLA has proven themselves by delivering on what they first promised -- in their first application to FII.

We encourage you to continue to support the marketing of Western Red Cedar and to support the WRCLA in what we consider a very professional and creative approach to market the product in the U.S. We need the U.S. markets and we need to stay competitive in this market – because if we're not, a lot of B.C. families and communities will suffer.

In closing, we want to ensure you know that we are pleased with the approach the FII is taking to act as a catalyst to protect, and grow, markets for B.C. wood products.

Please feel free to contact me or any one of our CORC Co-Chairs if you have any questions.

On behalf of the Council of Resource Communities of B.C.

Bruce Rozenhart,
Executive Director